



KC BizCare – Business Customer Service Center

DATE: July 10, 2009

TO: Wayne A. Cauthen, City Manager

FROM: Rick Usher, Assistant to the City Manager

SUBJECT: Monthly Report – June 2009



1. Issues that Require Direct Attention from the City Manager

None

2. Press/Media Issues

The grand opening was positively covered by KSHB 41, The Kansas City Star, The Kansas City Business Journal, The Kansas City Call, The Pulse and Channel 2. Staff have been interviewed by KCUR, KSHB 41 and other news agencies since our opening. We have discussed each media event with City Communications.

3. Programmatic and Operational Issues

- We are working with Ava Gardner to advertise KC BizCare on KCATA buses.
- We are working with Mary Charles on the AR for Computer Usage to allow us to use social networking sites such as facebook and LinkedIn to promote KC BizCare

4. Performance and Statistics

KC BizCare staff began serving customers in late May and opened the doors of the new office at 1118 Oak on June 1, 2009. Staff track six performance measures to evaluate their progress in promoting a business friendly city. The following is a summary of results through June 30, 2009:

1. Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

Result: Three surveys received with an average score of 9.0

2. Serve walk-in customers within 10 minutes of arrival.

Result: All 13 walk in customers were served immediately upon their arrival.

3. Respond to initial phone, walk-in and e-mail inquiries within 4 hours.

Result: 56 individuals or entities contacted the KC BizCare Office between the start of operations in late May and June 30, 2009. All clients were served within four hours of the initial contact.

Customer Contacts May – June 30, 2009	
Type	#
Walk-in	12
Phone	32
E-mail	2
Total	56

4. Follow-up with customers within three weeks of initial contact to determine satisfaction.

Result: Staff has achieved 100% of its goal to provide a follow-up phone call to clients within three weeks of initial contact.

Referrals to City Departments & Resource Partners	
Entity	# Referrals
Finance - Revenue Division	13
Health - Food Protection	2
Human Relations	6
Parks & Recreation	1
Planning & Development	10
KCMO Police Department	2
MO Attorney General	1
MO Department of Revenue	3
MO Highway Patrol	1
MO Secretary of State	8
MO Department of Transportation	1
Downtown Council	1
KC SourceLink	12
Total	61

5. Make five networking contacts per month with City departments and/or outside agencies.

Result: KC BizCare Staff made 16 networking contacts, including 4 presentations, 16 meetings and 1 event with resources partners.

Networking Contacts May - June 30, 2009	
Entity	Date
Department Directors	5/18/2009
Councilman Ed Ford	5/20/2009
Mayor and City Council	5/21/2009
EDC - Mike Kirchhoff	5/26/2009
KC SourceLink - Jeremy Hagle	6/1/2009
Finance - Revenue Division	6/2/2009
Downtown Council	6/16/2009
Downtown Council	6/18/2009
General Services - Bryan Hernandez	6/22/2009
City Planning & Development	6/23/2009
Human Relations - Sandra Walker	6/24/2009
Java Port - Business Incubator	6/25/2009
KC SourceLink - Jeremy Hagle	6/25/2009
Neighborhood & Community Services	6/26/2009
Human Relations - Heidi Moyer	6/30/2009
KC SourceLink - Stephanie Zamora	6/30/2009
Total Contacts	16

6. Identify streamlining initiatives through customer and staff recommendations.

Result: Streamlining initiatives are efforts that will improve City services and remove unnecessary regulatory hurdles in order to assist entrepreneurs and resource partners in achieving success.

To date BizCare staff have:

- Posted a web page that markets KC BizCare services and provides helpful links
- Created and distributed the KC BizCare Business Resource Guide
- Implemented the Biz-Trakker software system which allows staff to record and follow-up on customer interactions
- Started the process of creating flow-charts and matrixes that describe City regulatory processes

Other Accomplishments:

The KC BizCare office was completed on schedule with the assistance of CIMO, City Planning, General Services. The build-out provides an excellent example of the re-use of materials in terms of light fixtures, carpet and furniture.